Certification (CBFC) has informed that certification guidelines have been obtained from twelve countries by the Board. CBFC has constituted a Core Committee to consider the suggestions received from various quarters as well as the guidelines prevalent in the twelve countries and make recommendations for amendment to the Cinematograph Act, the rules made thereunder and the certification guidelines. No proposal has, however, been received by the Government from CBFC so far.

Advertisements of liquor and tobacco on TV

1993. SHRI P. K. MAHESHWARI:
SHRI K. B. KRISHNA MURTHY:
SHRI RAMACHANDRA KHUNTIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that many liquor/cigarette companies are airing advertisements of their major brands in leading TV Channels as Soda, Mineral Water or ash trays/cigarette lighters;

(b) whether under the Cable Television Networks (Regulation) Act, advertisements promoting directly or by remote suggestion relating to liquor and tobacco have been banned;

(c) whether Government will initiate proceedings against regular brand advertisers like Charms, Kingfisher, Smirnoff, Royal Challenge and Royal Stag;

(d) whether Government would formulate a comprehensive advertisement Policy for private channels and newspapers; and

(e) if so, by when?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) Yes, Sir.

(b) and (c) Rule 7 (2)(viii) of the Cable Television Networks Rules, 1994 prohibits telecast of advertisements which directly/indirectly promote production, sale or consumption of wine, alcohol, liquor or other intoxicants.

All television channels transmitted or retransmitted through a cable network are required to adhere to the provisions of the Advertising Code

prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

The Government has constituted an Inter-Ministerial Committee to take cognizance *suo moto* or of specific complaints regarding violations of the Advertisement Code. On the recommendations of the Committee, show cause notices were issued to four channels, for telecasting indirect advertisements of liquor products and violating the provisions of Rules 7(2)(viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the concerned advertisements, till the matter is further examined. At its second meeting, the Committee had decided to issue show cause notices to channels displaying eight advertisements, which *prima facie*, appear to violate the Advertising Code.

(d) and (e) Press in the country is free from Government control and the Government does not interfere in the internal functioning of the Press. Press Council of India, a self-regulatory body for the Press, has been established for the purposes of preserving the freedom of the Press and maintaining and improving the standards of newspapers and news agencies.

Financing of film Industry

1994. DR. T. SUBBARAMI REDDY:
SHRI MOOLCHAND MEENA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Reserve Bank of India has decided to finance 50 per cent of the total production cost of a film to curb the mounting clout of the underworld in the Mumbai film industry;

(b) if so, the conditions put forward by the Reserve Bank of India in this regard;

(c) whether it was a long-pending demand of the film industry to free it from the hands of underworld; and

(d) if so, the other steps being considered to check this?